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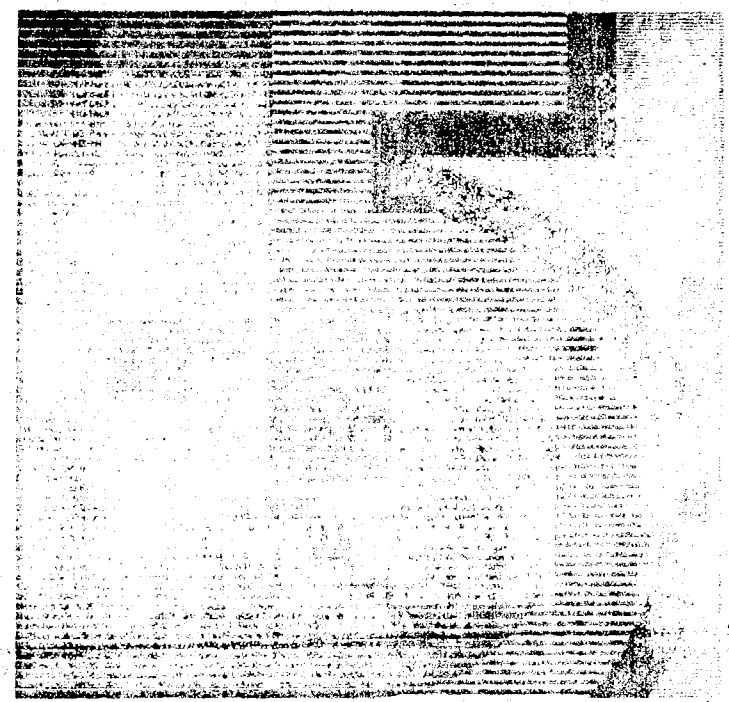

FIVE YEAR PLAN 1980-84

BOOK IV

SMOKING AND HEALTH

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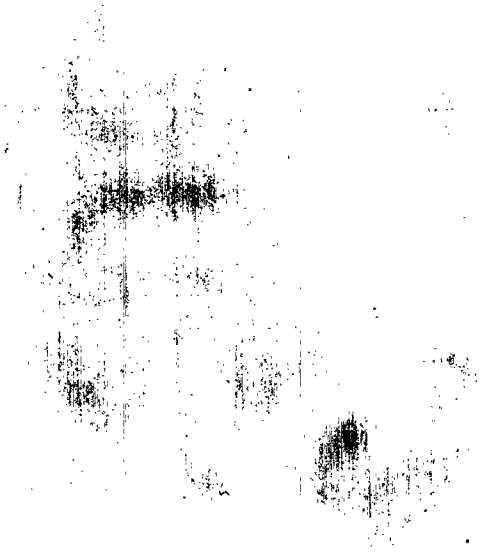

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SMOKING & HEALTH - FIVE YEAR PLAN

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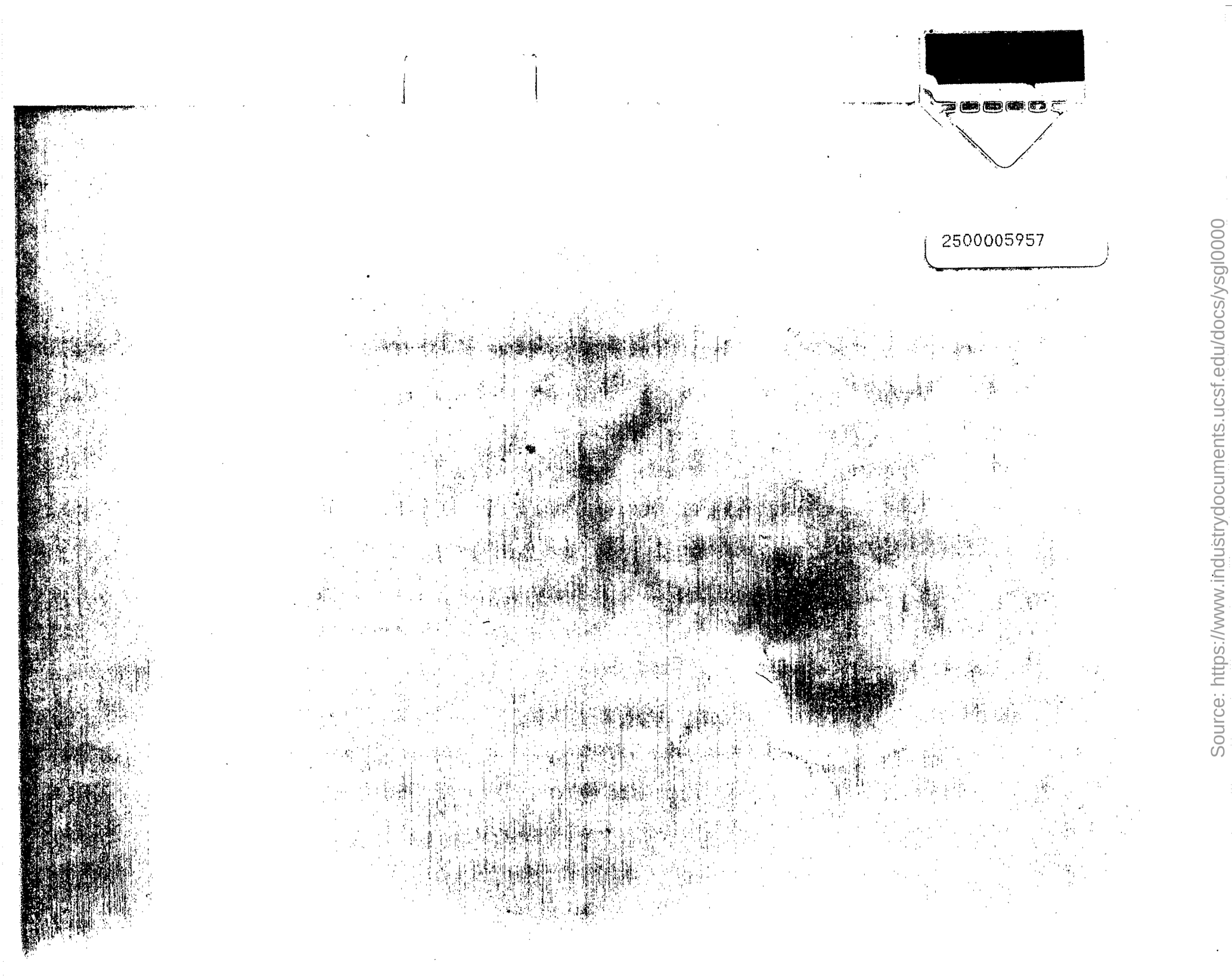

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INTRODUCTION

Smoking and Health is one of the most vitally important issues facing Philip Morris and the entire tobacco industry today. And it will continue to be so throughout the Plan period. The activities and influence of the anti-smoking forces continue to grow with ever increasing momentum. As was evident at the 4th World Conference on Smoking and Health in Stockholm, June 18-21, 1979, they are better organised and coordinated on an international basis than ever before and have succeeded in transforming their movement from one consisting of a variety of voluntary groups to one supported by international organisations - conspicuously led by the World Health Organisation - by Departments of Governments and their bureacracies. Although the health issue remains of central importance, the main thrust of the attacks against the Industry has shifted to the social acceptability of smoking and its three main components : "passive" smoking, social costs and courtesy/annoyance.

In the developed countries, the Industry and its consumers are being subjected to increasing restrictions in the marketing and usage of cigarettes. Led by the Nordic countries, advertising and promotion is now banned outright in a number of markets, and smoking is being increasingly regulated in public places. Health Education Authorities are running programs in schools and colleges with the message not that smoking is an adult custom about which a decision should be made later on, but that it is dangerous to start at all. Research has shown that more people are quitting smoking than are starting, and that a majority of smokers would like to give up if they could.

Cigarette consumption in the developing countries is now no longer immune to these effects. A new, large-scale attack on these markets is being launched by the anti-smoking forces. The thrust of their offensive will be the health issue, social acceptability, marketing restictions and the alleged activities of the international tobacco companies as multinational corporations. They are also seeking to discourage even the growing of tobacco despite its clear economic importance to many developing countries.

Therefore, there is little doubt that the smoking and health issue will touch on nearly every aspect of responsible and profitable Management of the corporation, internationally and especially within the Region, today and in the future.

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A description of the recently established International Committee on Smoking Issues (ICOSI) and its Secretariat is provided within this book. Directly following this, analyses of the situation in individual countries are given. In order to incorporate the various interrelated aspects of the smoking and Health issue and its impact on Philip Morris, these analyses have been structured according to the following categories:

- Political Factors
- Anti-Smoking Factors
- Industry Factors
- Ideological and Social Factors
- Present Situation and Its Effects on Philip Morris' Activities
- Future Developments and Their Effect on Philip Morris' Activity

In addition, action plans, located directly after the respective analyses, have been developed for those countries in Areas I, II and III. Likewise, Area-wide action plans have also been formulated for Areas IV and V.

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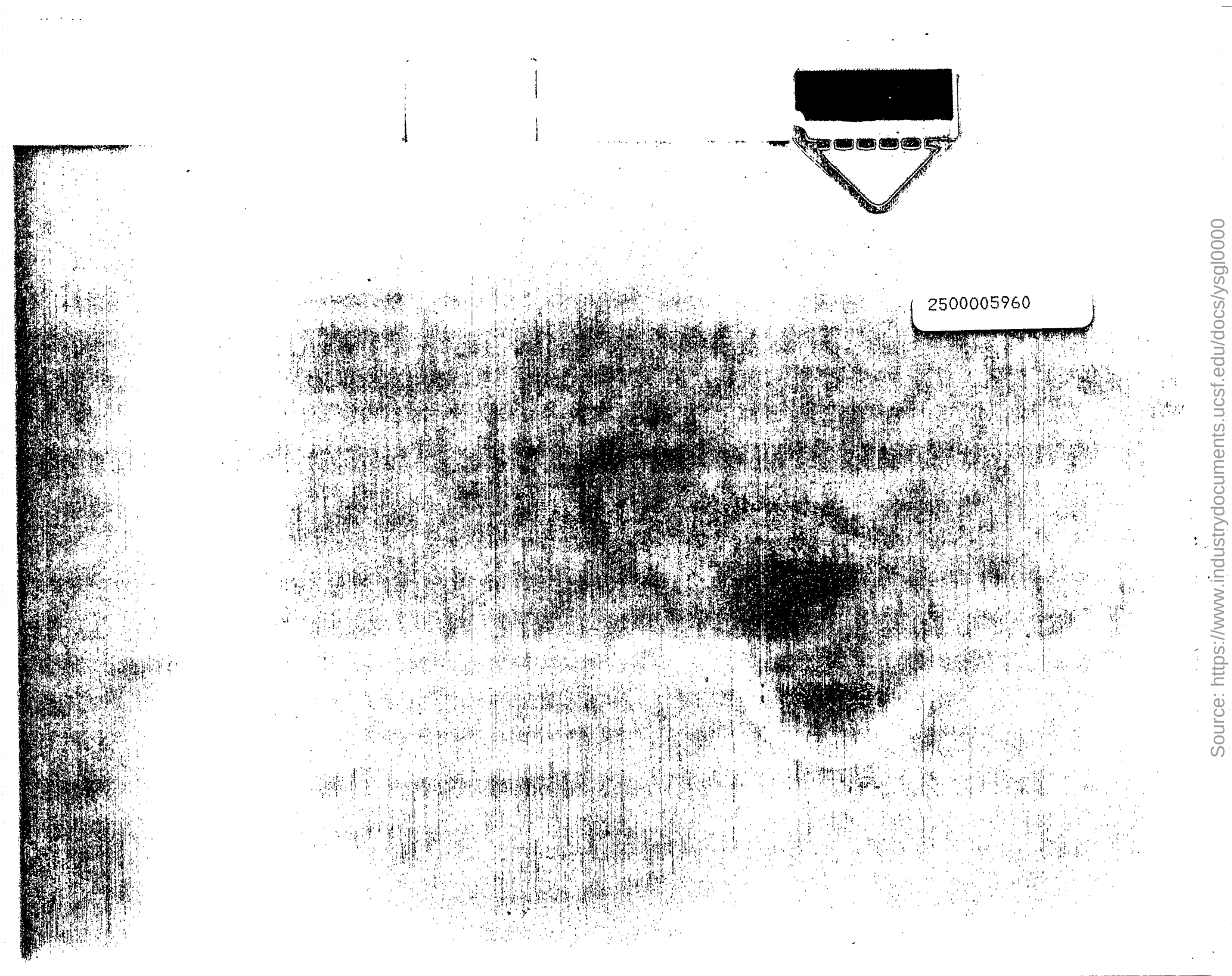

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STRICTLY CONFIDENTIAL

ICOSI - INTERNATIONAL COMMITTEE ON SMOKING ISSUES

History

ICOSI - the International Committee on Smoking Issues - was formed so that in face of the growing threat to the industry world-wide, the Companies and the National Manufacturers' Associations can unite and respond with common approaches.

ICOSI has developed and taken shape since June 1977 through a series of meetings attended by representatives of the seven founder companies :

BAT	Reemtsma
Gallaher	Reynolds
Imperial	Rothmans
Philip Morris	

ICOSI is incorporated through its Charter as a non-profit organisation and was legally established in Geneva. The office of the Secretariat is located in Brussels.

Role and Purpose

ICOSI aims to coordinate industry efforts to study and act upon issues of common interest to the tobacco industry and its publics, with particular regard to smoking as a social issue.

ICOSI serves principally as a clearinghouse of information in support of national tobacco manufacturer's associations and member companies so that they may be fully informed in dealing with issues related to smoking in their own markets.

ICOSI does not deal with matters connected with the marketing of tobacco products or other issues of a competitive or commercial nature.

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Organisation

The Board of Governors meets annually and decides main policy. It comprises one principal from each of the member companies.

The Executive Committee meets two or three times a year, and is responsible for implementing the policies of ICOSI. It comprises one principal from each of the member companies. It is also empowered to create Working Parties and Task Forces, as necessary, for the implementation of ICOSI policies and these bodies are responsible to them.

The Secretary General, Mr. Julian Doyle, is responsible to the Chairman of the Board of Governors but in all day to day matters he reports directly to the Chairman of the Executive Committee. He is responsible for ensuring that particular decisions are implemented and for reporting progress on them. He is also responsible for maintaining contact with the various ICOSI Working Parties and Task Forces. Among his other principal responsibilities are:

a) Setting up and developing the Secretariat in Brussels.

b) In consultation with the members of the Executive Committee developing policies and initiatives to further the interest of ICOSI.

c) Monitoring the progress of agreed programs which are carried out by ICOSI members through National Manufacturers Associations.

d) Providing satisfactory means of communication between ICOSI and its member organisations, National Manufacturers Associations and, when required, between ICOSI and such outside bodies as WHO, UICC, the EEC Commission etc.

e) Ensuring that statements and publications issued by, or on behalf of, ICOSI are cleared from both the legal and scientific standpoints and accurately reflect the position of the members.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Working Parties and Task Forces

The Executive Committee has set up a number of Working Parties and Task Forces to deal with specific tasks in specific areas. Members are drawn from the companies and, in certain circumstances, from the National Manufacturers Associations. Each group works under an appointed Chairman and reports on their work are made to the Executive Committee.

At present time the Working parties include:

SAWP (Social Acceptability Working Party)
Chairman: Mr. D. Durden, R.J. Reynolds - to be succeeded by Ms. M.W. Covington, Philip Morris

Countermeasures Development Sub-Committee
Chairman: Mr. R. M. Corner, Philip Morris

STAG (Scientific and Technical Advisory Group)
Chairman: Dr. H.R. Bentley, Imperial

EAC (Effects of Advertising on Cigarette Consumption)
Chairman: Mr. J.M. Hartogh, Philip Morris

The Task Forces consist of the following:

Product Liability (EEC) Task Force
Chairman: Mr. N.R. Douglas, Imperial

EEC Consumerism Task Force
Chairman: Mr. D. Von Specht, BAT

4th World Conference Task Force
Chairman: Mr. J.M. Hartogh, Philip Morris

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ICOSI's Relationship with National Manufacturers' Association

ICOSI's role is, primarily to help and support individual National Associations, where they exist, with information, position papers, advance warning of events, lessons learnt from other countries, etc.

Implementation of the broad policies or use of the position papers, studies or data supplied by ICOSI will be the responsibility of the National Manufacturers' Associations or the Companies in each country. They will have to judge the local situation and decide when and how to use the materials that ICOSI has provided.

These materials often come from the Associations and individual companies, as well as from the ICOSI Working Parties and Task orces. The importance here is that the flow of information is and must be in both directions.

ICOSI does not intend to adopt a public or spokesman role. This is seen to be the job of the Associations or the Companies.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

AREA I

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

FINLAND - SMOKING AND HEALTH

Political Factors

As in Sweden, Norway and certain other countries, the attitude towards smoking and health in Finland has little to do with the political colour of the government, but is more a result of the 1972 Nordic Council's request to all the Nordic governments to establish prohibitory and regulatory measures. Finland was designated as the coordinating country for carrying out the Council recommendation.

The Ministry of Social and Health Affairs is headed by Minister Katri-Helena Eskelinen and also controls the State Medical Board of Health. The Tobacco Law and Statues were prepared by top civil servants in the Ministry of Social Affairs & Health under the guidance of a Mr. Kimmo Leppo, Vice Chief of the Health Services Department within the Ministry. The State Medical Board of Health in turn is responsible for follow-up and the Ministry of Trade is also involved in the implementation of Law and Statues.

Anti-Smoking Factors

The anti-smoking campaign in Finland is handled mainly by government. Aside from Mr. Leppo, mentioned above, the State Medical Board of Health also has two departments dealing with the issue. Headed by Mr. Olavi Elo, who is well-known for his anti-tobacco stance, the Health Service Department of the Board focuses on hygiene and consumer protection as well as health education under the direction of Professor Matti Rimpellä, another anti-smoking principal. The Administration Department of the Board is also of particular importance in that it has control over inspection certification and constituent classification of tobacco products.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

During a June 5, 1978 smoking and health seminar in Helsinki, a new proposal was made to lower maximum limits of "tar" nicotine and carbon monoxide in cigarettes and to establish a differential tax based on the classification of cigarettes as "very detrimental" or "detrimental" according to constituent content. Participants at the seminar included government authorities, the press, and tobacco industry representatives among others.

Contact with the media and international anti-smoking organisations is well maintained. At the June 1978 Fourth World Conference on Smoking and Health, approximately twenty-five Finnish representatives were in attendance.

Industry Factors

Philip Morris is represented in the Finnish Association through Amer- Tupakka, the two companies together holding 49% of the market (Philip Morris alone 40%) ; Suomen Tupakka (BAT) has 24% and Retting Strengberg 27% respectively. All dealings with the government are made through the association though the three Finnish companies also have direct lobbying contacts. The new chairman of the association is Mr.S. Salminen, deputy director of Amer-Yhtymä and the secretary is Mr. R. Lintuniemi, who is well known through Finnish television and takes up the issue of smoking and health whenever he can.

Ideological and Social Factors

For almost 20 years, Mr. Kekkonen, President of Finland, has had noticeable influence in this context. In spite of this, and whilst the press in general is anti-smoking oriented, some journalists criticised the new Lobacco Law. A few MDs have also said that the new law will not achieve the desired results. Amongst MPs (total 200), there is a significant number of smokers who have had to accept the new law in line with their party policies. As in other countries, the highly educated classes of the population, including health officials and MDs, accept the statistics linking smoking to various diseases, whilst the working classes appear to be more concerned with the freedom of choice, high taxation and the imposition of non-smoking regulations.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Present Situation and Its Effect on Philip Morris' Activity

At Philip Morris Europe's first meeting with the Finnish Association in Spring 1974, it was said that:

- the industry would have everything under control - no legislation could be expected in the near future.
- the industry would establish best possible contacts with the government.

Nevertheless, in his New Year speech on January 1, 1975, President Kekkonen said that he would ask his government to prepare legislation for tobacco products. On August 13, 1976, Mr. Kekkonen signed the Tobacco Law and on February 25, 1977, the statutes on measures to reduce smoking were issued.

The main aspects of the law and the statutes are as follows:

- prescription of measures for reducing smoking, aimed at preventing the emergence or increase of such health risks and damages as are alleged to be caused by smoking;

- tobacco excise and the determination thereof to be subject to a separate law;

- a total advertising and promotion ban.

An advertising ban on alcohol came into effect on March 1, 1977, but promotions in restaurants, stores and other places where alcohol is sold are allowed (this is not the case for cigarettes). Warning labels on packs are required with the choice between two texts: "smoking endangers your health" or "breathing is easier without smoking"; the Finnish manufacturers have decided on the first text which is to be signed by the Medical Board.

Inspection (marketing) certificate must be established by the state laboratory for all tobacco products (each single brand) and resulting constituent levels for "tar", nicotine and carbon monoxide must be printed on the pack. Maximum levels were set as "tar" 30 mg, nicotine 2 mg, carbon monoxide 25 mg, per cigarette when smoked; all brands will be tested bi-annually in the future.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Smoking is prohibited in schools, hospitals, state administration offices and public transportation (if not equipped with smoking departments). In public places such as restaurants, dance halls, etc., the owner can decide if there may be smoking, but must put up a sign "Smoking allowed" or "Smoking Prohibited".

Programs on preventive work and research against smoking, followed up by educational information activities are to be held. For this purpose, at least 0.5% of total tobacco tax income or approximately 5.5 - 6 million Fmk were to be used. However, present estimates indicate that only 0.2% has actually been budgeted for this purpoase in a cost-cutting move by the State.

The Association made a concerted yet unsuccessful effort to fight against the Tobacco Law with strong support received from Philip Morris. All possible means were used including:

- submissions to the governments;
- lobbying and appearances on TV and radio;
- hiring of leading consultants on constitutional law and economic matters who prepared neutral analyses and recommendations to the government.

The above efforts had only a slight impact on the law and statues though a transition period was granted from March 1, 1977, to February 28, 1978, valid for products sold in the market prior to March 1977. The transition period pertained to:

- inspection certificate and printing of constituent numbers on packs;
- warning labels;
- advertising and promotion.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Thus, advertising and promotion of existing products were unrestricted until February 28, 1978 though it was strongly felt within the industry that the companies should carefully stick to the industry advertising code or the government would forbid advertising before the end of the transition period. Philip Morris took full advantage of the transition period during which advertising and promotion were allowed. The main problem facing Philip Morris during this period was to get an inspection certificate for new brands since the State Research Laboratory was fully occupied with the testing of all existing brands.

In addition, new brands launched prior to February 28, 1978 and all brands sold after March 1, 1978 were subject to the law provisions: total prohibition of advertising and promotion and the required printing on the packs of the warning label, inspection certificate, and constituent numbers. If a manufacturer or importer changes the contents of a brand or if he does not follow all the rules of the law, the inspection certificate may be withdrawn.

Specifics for the required classification of brands including new maximum constituent limits to be set were communicated to the Finnish Association in September 1978 as follows:

Maximum Limits	"Very Detrimental" Classification	"Detrimental" Classification
"Tar": 23 mg	"Tar": 23 - 13 mg	"Tar": 12 mg and below
Nicotine: 1.6 mg	Nicotine: 1.6 - 0.9 mg	Nicotine: 0.8 mg and below
CO: 20 mg	CO: 20 - 11 mg	CO: 10 mg and below

The Finnish Association has prepared several pertinent background papers for submission to government although little effect is anticipated since theoretically the classification procedure is an established element of the law. The government intends to implement the classification by the end of 1979 and thereafter will require the respective classifications to be printed on the packs.

All other companies have established new forms of advertising to operate around the law. In 1976, Amer-Tupakka formed a company, Formia, with sales of leisure time articles supporting their leading brand "Form" in a typical example. So far there has been no reaction from the State Board of Health to these new types of advertising.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Future Developments and Their Effect on Philip Morris' Activity

Philip Morris has the great advantage that Marlboro, with more than 35% market share, is well established and enjoys a strong, positive image. However, Philip Morris' delicate position as not only an outside, foreign company but also as multinational, enjoying this high market share advantage, must be dealt with responsibly and sensitively. Consideration will also be given to Philip Morris' international and pan-European activities which could have an impact on the Finnish market. The law and statues will continue to be analysed in order to determine any "loopholes" which could still permit some activities in the market and which would allow continued industry growth in the future. Furthermore, efforts are already being made to thwart further restrictive measures; for example, the classification of brands could form the basis for the introduction of a differentiated tax which would require still new legislation.

A new law regarding excise tax which will include a differential tax system is anticipated in 1980. The new tobacco law as implemented in March 1978 is the most restrictive in the Western World. This fact along with prohibitive price and tax increases will make it especially important for the industry to develop a general information and support program for the public at large, and specifically the smoking population, particularly in terms of social acceptability and smoking behavior.

Philip Morris has adjusted its marketing strategy to meet these developments; it is well established in the LTN segment and measures have been taken to lower smoke constituent levels in Marlboro Lights and Belmont Extra Mild to meet the limits of the lower classification. Furthermore, the launch of Merit is planned in autumn of 1979.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

F I N L A N D - A C T I O N P L A N

ACTION	TIMING	RESPONSIBILITY
1. National Association		
Position papers on various aspects of S & H controversy and specific legislative proposals have been and are being provided	On-going	JEG/OS/RMC/TLW
Meeting with association to distribute new background information and to propose action - to combat social acceptability issue - to assist the smoker in defending himself - to participate in orientation program - to mobilize tobacco family, i.e. retailers and wholesalers - to take up the advertising issue and lobby to amend present law	August 1978	PI/TLW
Meeting with association to provide material relevant to their submission to the government Tobacco Working Group regarding cigarette classification according to constituent levels.	September 1978	Local Lawyer/PI/TLW
Association attended ICOSI Trade Association Meeting (Zurich)	May 1979	ICOSI

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
2. Individual PM Action		
Continue to meet with association to persuade them to take a more assertive stance and to advise them of current information	On-going	JEG/OS/RMC/TLW
Expansion of present legal/political activities	On-going/Development Stage	JEG/Local Lawyer/PME-C.A.
Improved information sources and outlets	On-going	JEG/OS/Local Lawyer PME-C.A./Local PR Agency
Improved national implementation of Corporate PR policy	On-going	JEG/OS/PME-C.A./ Local PR Agency
- Corporate Affairs Seminar held to brief local PR advisors with distribution of background materials	June 1978	PME-C.A.
- Seminar on effects of advertising to be held with advertising agencies/pertinent local management	September 1979	PME-C.A./Marketing
- Corporate Affairs Seminar to be held to further brief local PR advisors/pertinent local management	December 1979	PME-C.A.
- Regular distribution of aide-mémoires made to local management	On-going	TLW/PME-PR

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
3. PM Employees		
Top executives - S & H seminar held with full distribution of resource materials	February 1978	JMH/PI/TLW
Local management - area seminars to be held - Briefing on S & H with further distribution of resource materials	Spring/Summer 1979	SG/JEG/OS RMC/TLW/HGA
Local staff, licensee management, sales force - S & H presentation with limited distribution of resource materials to be made	1979	JEG/OS/TLW
4. Tobacco Family (Retailers, Wholesalers, Etc.)		
Presentation on S & H with distribution of background materials, i.e. sales brochure, audio-visual presentations etc. to be made	At First Opportunity	Association/ICOSI
5. Consumers		
Campaign to inform consumer through press articles, cinema/TV presentations, etc. on - social acceptability - individual freedoms - smokers courtesy	Development Stage	ICOSI/Association/ PME-C.A./Local Management

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

SWEDEN - SMOKING AND HEALTH

Political Factors

The attitude towards smoking and health in Sweden is generally unrelated to the political colour of the government ; anti-smoking attitudes cross political boundaries and pressure in this area comes not from government but mainly from the Parliament. In general the policies of the former Socialist government and the present minority government formed by the liberals have been to maintain a low profile. Responsibility for the smoking and health issue has primarily been delegated to the Social Board, an agency composed of permanent civil servants under the Health and Social Welfare Department.

Following a government decision in March 1977, the former Minister for Health, Mrs. Troedsson, set up a five member "Tobacco Committee" with the authority to propose a program to reduce tobacco consumption and its alleged deleterious effects. In addition a committee of "experts" was appointed to assist the Tobacco Committee in its work. Among these advisors, three members including the committee secretary, are known anti-smoking fanatics.

When it comes to legislation, smoking and health is handled by different departments of the government. The actual health question comes under the Social (Health) Minister and advertising and sales under the Minister of Commerce. The Minister of Industry is also involved, as the government owned Swedish Tobacco Company (former monopoly) is the only manufacturer and the largest selling company in Sweden.

Anti-Smoking Factors

The anti-smoking forces in Sweden are among the most organized and active in Europe. They have an unquestionable effect on governmental and parliamentary policy-making as well as on public opinion. The most important organization is the governmental body, the Social Board of Welfare and Health, which supervises the warning labels and constituent information on the packs. As the World Health Organization affiliate in Sweden, the Social Board is responsible for all official anti-smoking information and guides all educational work regarding smoking and health by various other institutions.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

The Board is cleverly working towards the target mentioned in its report issued a couple of years ago, "Steps against smoking", i.e. to reduce consumption to the level of 1920 and to have a non-smoking society by creating a generation of non-smokers. The Social Board has excellent communications with all official bodies, such as government, parliament, school authorities, etc.

NTS, the National Smoking and Health Association, is a voluntary organization which has official recognition by the authorities, i.e. the Social Board, and receives part of its budget from the government. NTS operates as an appendage of the Social Board regarding smoking and health, conducting extensive propaganda programs against smoking in schools, working places, etc. It also publishes considerable educational material in co-operation with the Social Board and its relations with broadcast and print media are very good. One of NTS' main efforts is to create a climate against smoking (social unacceptability). The managing director of NTS is in close contact with the World Health Organization and organizations similar to NTS in other countries in an obvious attempt to adopt a common policy against smoking. NTS is reportedly organizing the Fourth World Conference on Smoking and Health to be held in Stockholm in June 1979 in conjunction with the WHO, UICC, etc.

The Consumer Agency is a governmental body addressed to consumers' interests, including smoking and health. The general director of this organization also holds the position of Consumer Ombudsman and as such is the prosecutor in the Marketing Court. The present regulations as regards tobacco advertising are results of several rulings in the Court after prosecution of manufacturers by the Consumer Ombudsman and, further, by agreement between the industry association and the Consumer Ombudsman. The Consumer Agency and the Consumer Ombudsman are not involved in anti-smoking propaganda ; their main task is to see that marketing steps are not in violation of the marketing law.

A basically voluntary organization, VISIR (We Who Don't Smoke), has a membership characterized by anti-smoking fanatics. Local affiliates exist in most Swedish towns and communities. One of the main reasons for people joining this organization is the social acceptability issue. The members of VISIR work by producing letters to the editors of local and national papers and magazines. Occasionally board members of this association are invited to participate in debates on TV and radio. During the last state fiscal year, VISIR received SK 20,000 from the government to help cover its administrative costs.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Industry Factors

The attitude of the Industry Association towards smoking and health depends to some extent on the attitude of its largest member. The Swedish Tobacco Company, owned by the State with a market share of 86%, has a dominating role in the relations with governmental bodies. Among the foreign companies which are members of the association, Philip Morris is the number two company. Generally speaking, there is a gap between the Swedish Tobacco Company and the some foreign companies in that they accept the health allegations against smoking, whilst all others believe that there is still a controversy. Being state-owned, the Swedish Tobacco Company has difficulties in acting against official state policy on the smoking and health question. The Industry Association has tended to play a cooperative role in its relations with various governmental bodies although Philip Morris has in some instances attempted direct contact.

The Chairman of the association for the past two years has been Mr. Å. Sundquist, who is also managing director of the wholesalers' association. He has good, direct contacts with members of parliament and members of the government. Philip Morris has had several successful meetings with him in order to transmit arguments and information which would be useful in his lobbying efforts.

Ideological and Social Factors

The anti-smoking position has become so widely accepted in Sweden as the correct and proper posture to take that smokers are being regarded by many as asocial individuals. Consumer surveys have shown that about 85% of smokers believe that there is a link between smoking and various diseases. In addition, among highly educated classes of the population, including members of parliament, health officials and physicians, etc., it is accepted that the case against smoking is clearly proven. Among the average working people, they are aware of the smoking and health issue but do not pay too much attention to it. Other things appear to be more important, e.g. their right to smoke without interference from any Social Board dictate. Also important to bear in mind is that in a country like Sweden, where cigarettes are particularly expensive, price, in addition to the anti-smoking pressure, has an inhibitory impact on the smoking population.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Present Situation and Its Effect on Philip Morris' Activity

The present legislative climate concerning tobacco products is based on the 1972 Nordic Council recommendations in which all Nordic countries, including Sweden, were requested to establish prohibitory and regulatory measures. Voluntary agreements exist pertaining to advertising, but at the same time there is a special law, the Marketing Law, overruling all voluntary agreements. Legislation has also been enacted regarding warning labels and "tar", nicotine and carbon monoxide numbers on packs. There are no restrictions of smoking in public places other than long-existing fire regulations; thus, smoking has never been allowed in cinemas,theaters and public transport unless there are special compartments for smokers. Philip Morris' marketing activities have clearly been hampered by the advertising and promotional agreements and by the Marketing Law since the existing rules do not allow the opportunity to build up brand image. If, in spite of these restrictions, Philip Morris tried to promote its products in a normal way, it would be immediately criticized and prosecuted by the Consumer Ombudsman and Marketing Court.

Future Developments and Their Effects on Philip Morris' Activity

A new law will come into force on July 1st, 1979 but does not call for a complete ban on advertising, which will be permitted in strongly limited forms. Furthermore, the law specifies that warning labels and a declaration of constituent content must be printed on all advertising. The new law will be administered by the Consumer Ombudsman who has the authority to specify supplementary rules, which has been done after negotiations with the Industry Association.

In addition, the newly formed Tobacco Committee of the Ministry of Health and Social Welfare has recently produced the first of a series of reports against smoking. The present report is confined to smoking in public places recommending that smoking be banned in all official governmental and municipal premises, all medical facilities including waiting rooms, and further specifies that hotels must have available rooms for non-smokers. The State Board of Health would be responsible for enforcement and supervision. Enactment of these measures is not expected until mid-1980 at the earliest. In Sweden, where quite strong restrictions and anti-smoking propaganda already exist and where an even more restrictive climate is anticipated, Philip Morris' marketing activities and growth will continue to be affected. Philip Morris will utilize every possible means to counteract the situation.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

SWEDEN - ACTION PLAN

	ACTION	TIMING	RESPONSIBILITY
1.	National Association		
	Continual coordination and approval of various Association (Swedish Tobacco Branch Association) submissions to government on S & H and related legislative matters	On-going	ICOSI OS/RMC/TLW
	Periodic meetings with Association chairman (has excellent parliamentary contacts) to provide him with background information for his lobbying efforts	On-going	ICOSI OS/RMC/TLW
	Meeting held with Association to distribute new background materials and to propose action	August 1978	PI/TLW
	- to combat the social acceptability issue	Planning Stage	
	- to assist the smoker in defending himself	Planning Stage	
	- to mobilize the tobacco family, i.e. retailers and wholesalers	Development Stage	
	- to participate in orientation program	Development Stage	
	- to combat the advertising issue	On-going	
	Association attended ICOSI Trade Association Meeting (Zurich)	May 1979	ICOSI

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
2. Idividual PM Action		
Continue contact with Association chairman/improve personal contact with other industry, political and business leaders with distribution of information	On-going	OS/RMC/TLW
Expansion of present political/legal activities	On-going	JEG/OS/PME-C.A.
Improved information sources and outlets	On-going	OS/PME-C.A./Local PR Agencies
Improved national implementation of Corporate PR policy	On-going	JEG/OS/PME-C.A. Local PR Agency
- Corporate Affairs Seminar held to brief local PR advisors with distribution of background materials	June 1978	PME-C.A.
- Seminar on effects of advertising to be held with advertising agencies/pertinent local management	September 1979	PME-C.A./Marketing
- Corporate Affairs Seminar to be held to further brief local PR advisors/pertinent local management	December 1979	PME-C.A.
- Regular distribution of aide-mémoires made to local management/advisors	On-going	TLW/PME-PR
3. PM Employees		
Management, sales force and staff presentation on S & H	June 1977	OS/HGA

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

	ACTION	TIMING	RESPONSIBILITY
	Top executives - S & H seminar held with full distribution of resource materials	February 1978	JMH/PI/TLW
	Local management - area seminars to be held - Briefing on S & H with further distribution of resource materials	1979	SG/OS/RMC/TLW/HGA
	Local staff/sales force - S & H presentation made with special emphasis on 4th WCSH	June 1979	Local Management/ TLW/RMC/DKH
4.	Tobacco Family (Retailers, Wholesaler, etc,)		
	Presentation on S & H with distribution of background materials, i.e. sales brochures, audio-visual presentations, etc. to be made	At First Opportunity	Association/ICOSI
5.	Consumers		
	Campaign to inform consumer through press articles, cinema/TV presentations, etc. on - social acceptability - individual freedoms - smokers courtesy	Development Stage	ICOSI/Association/ PME-C.A./Local Management

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

DENMARK - SMOKING AND HEALTH

Political Factors

Maintenance of personal freedom is especially important in Denmark in contrast to many other Nordic countries. The present coalition Social Democrat-Liberal government appears responsive to this concern and as a consequence is conservative in bringing forth unnecessary legislation. Past and present voluntary and statutory action has been the result of pressure by the Folketing (Parliament) which takes a more liberal attitude toward legislation.

Responsibility for regulation of tobacco products falls on the Minister of the Interior who has made it clear in statements to Parliament that he is not in favor of excessive restrictions or a ban on advertising. He has emphasized his personal view that the role of government should be to inform consumers and to assure personal freedom of choice.

However, Denmark is also a member of the Nordic Council and it has been requested, along with the other Nordic countries, to establish prohibitory and regulatory measures to curb tobacco consumption. Recently, the Danish Government has been debating the establishment of a Health Council.

Anti-Smoking Factors

Anti-smoking forces in Denmark have been less active than in the other Nordic countries. Educational campaigns characterize the movement and are primarily directed to school audiences. Both the Ministry of Education and the Danish Cancer Society have mainly been involved in this activity. The Danish Heart Association and Dr. Tage Egsmose of the Hygienic Institute, are also active. Dr. Egsmose has recently been promoting the establishment of specific councils, e.g. an Anti-Smoking Council, an Anti-Alcohol Council, etc. instead of the government planned Health Council. These parties rely on information from other countries and the international health organizations to conduct their campaigns.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Industry Factors

The Danish Association is completely dominated by the Scandinavian Tobacco Company which has a 99% market share. In spring 1977, the association launched a cartoon PR campaign directed at public smoking. The campaign emphasized the consideration due smokers and nonsmokers alike and presented suggestions to both groups on how they could achieve this.

Relations with the government are quite good and the association has had some success in negotiating voluntary advertising restrictions in lieu of legislation.

Ideological and Social Factors

Smoking and health is a matter of concern in Denmark among opinion leaders, members of parliament and health professionals. The allegations against smoking appear to be more widely accepted among the highly educated classes of the populace. Most important to the Danes, however, is the maintenance of personal freedom of choice.

Present Situation and Its Effect on Philip Morris' Activity

In 1972 an agreement was reached between the Minister of the Interior and the industry whereby certain advertising would voluntarily be self-regulated by the industry. As such, tobacco advertising is excluded from cinemas, the broadcast media and can in no way appeal to youth. There is no obligation to include a warning label on the packs and in advertising. However, in early 1978, the Scandinavian Tobacco Company started to print all nicotine and condensate numbers on all of their brands. Segregated seating exists for smokers and nonsmokers in trains and airplanes but smoking is prohibited in most other public transport. Although no restrictions have been placed on smoking in other public places including schools and hospitals, signs discouraging or forbidding smoking appear in these premises. Smoking is not allowed in theatres or cinemas as a result of fire regulations. The fact that one company almost completely controls the Danish market has made it extremely difficult for Philip Morris to find an opening in this market.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Future Developments and Their Effect on Philip Morris' Activity

The Danish government, like all other Nordic governments, was asked by the Nordic Council to apply the recommendations of the Council concerning smoking and health. There will also be increasing pressure in future from the EEC to act in this regard. Thus, in spite of the attitude of the present government, it is generally felt that government will not be able to resist further legislation for more than approximately three years. It will therefore be necessary for the industry, including Philip Morris, to establish an appropriate means to inform decision makers, opinion leaders and the media on all aspects of the smoking and health issue in order to avoid extreme legislation which would make it even more difficult for Philip Morris to penetrate the Danish market.

2500059984

Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

DENMARK - ACTION PLAN

	ACTION	TIMING	RESPONSIBILITY
1.	National Association		
	STC (Scandinavian Tobacco Company) established PR program emphasizing public smoking	Since Spring 1977	STC
	Proposal to become even more active on social acceptability issue	Planning Stage	OS/PME-C.A./ Local PR Agency
	Association attended ICOSI Trade Association Meeting (Zurich)	May 1979	ICOSI
2.	Individual PM Action		
	Establish closer contact with STC (98% market share) for more effective communication and action as industry spokesman	On-going	OS/RMC
	Improved information sources and outlets	On-going	Local PR Agency/ OS/PME-C.A.
	Presentation and distribution of background information to key political, industry and media leaders	On-going	Local PR Agency/ PME-C.A.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
Improved national implementation of Corporate PR policy re S & H	On-going	OS/PME-C.A./ Local PR Agency
- Corporate Affairs Seminar held to brief local PR advisors with distribution of background materials	June 1978	PME-C.A.
- Seminar on effects of advertising to be held with advertising agencies/pertinent local management	September 1979	PME-C.A./Marketing
- Corporate Affairs Seminar to be held to further brief local PR advisors/pertinent local management	December 1979	PME-C.A.
- Regular distribution of aide-mémoires made to local management/advisors	On-going	TLW/PME-PR
3. PM Employees		
Top executives - S & H seminar held with full distribution of resource materials	February 1978	JMH/PI/TLW
Local management - area seminars to be held - Briefing on S & H with further distribution of resource materials	1979	SG/RMC/TLW/HGA
Agents sales force and staff presentation on S & H to be made	At First Opportunity	SG/OS/TLW

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

	ACTION	TIMING	RESPONSIBILITY
4.	Tobacco Family (Retailers, Wholesalers, Etc.)		
	Presentation on S & H with distribution of background materials, i.e. sales brochure, audio-visual presentations, etc.	At First Opportunity	Association/ICOSI
5.	Consumers		
	Campaign to inform consumer through press articles, cinema/TV presentations, etc. on - social acceptability - individual freedoms - smokers courtesy	Development Stage	ICCSI/Association/ PME-C.A./Local Management

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

NORWAY - SMOKING AND HEALTH

Political Factors

The present minority government is strongly anti-smoking and its legislative attitude on smoking and health is based on a government working group report "Influencing Smoking Behaviour", published in 1969, and on the 1972 request of the Nordic council that all Nordic governments should establish prohibitory and regulatory measures regarding smoking and tobacco products. The Ministry for Social Affairs is responsible for the regulation of tobacco products and its Minister, Ruth Ryste (Labour Party) must approve the anti-smoking campaigns although she, herself, is not personally involved in the controversy. She is not considered to be popular with the Norwegian populace. Within the Ministry of Social Affairs, the Health Department is directed by Torbjoern Mork. Mr. Mork smokes though he has been criticized for so doing by the Norwegian press. New elections last year did not change the government's attitude towards the smoking and health question.

Anti-Smoking Factors

Most important of all anti-smoking bodies is the National Council on Smoking and Health which was created by the Norwegian government in 1971. The Council has, as its mandate, the responsibility for preparation, coordination and supervision of specific programs for the control and prevention of cigarette smoking. In particular, the Council collects all information on research connected with smoking and health; serves as an information bank for the various government departments, the health services, the school services and the general public; develops and organizes information activities; conducts research on smoking trends and the effect of anti-smoking activities and supervises anti-smoking clinics.

The National Council on Smoking and Health is under the administration of and funded by (1977 subsidy was $ 500,000) the Ministry of Social Affairs. The Council serves as a consultant to this Ministry on the implementation of statutes and regulations against smoking.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

The council works in close cooperation with other national agencies including, for example, the Directorate of Public Health, the Ministry of Church and Education, the Central Information Service, the National Film Board and the National Broadcasting Corporation. The Council also coordinates with voluntary organizations such as the Norwegian Cancer Society, the Norwegian Association on Smoking and Health, and the Norwegian Temperence Society, among others. Recently, the Council has had 300 free lance field workers speaking at educational institutions etc. about smoking and health.

Industry Factors

Two thirds of the Norwegian market is controlled by J.L. Tiedemanns and its owner, Mr. Andresen carries considerable weight in the Norwegian Tobacco Manufacturers Association. Mr. Andresen also owns a number of non-tobacco companies and consequently has significant outside political influence.

Historically, the Norwegian association has been very cooperative in dealing with government. Even when the present Norwegian law was presented in 1973, Mr. Andresen could not be persuaded to combat it. Since that time, however, some progress has been made in agreeing to fight the social unacceptability issue.

Ideological and Social Factors

As in the case in Sweden, the anti-smoking position is widely accepted by most factions and there is little difference in attitude based on education, social standing or sex. Some resentment to the "big-brother" attitude of the authorities is noted however. The prohibitive cost of cigarettes in addition to the effect of the anti-smoking campaign, particularly regarding social unacceptability, have been the important factors in advancing this trend.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Present Situation and Its Effect on Philip Morris' Activity

The present Tobacco Law was enacted by Parliament in March 1973, and came into force in July 1975. Among its provisions are :

- a total ban on advertising and promotions
- requirement of warning label
- prohibition of tobacco sales to youth

The advertising ban is so broad that it precludes even point-of-sale advertising and retailers may not even display tobacco products in their windows. Publication or printing of constituent content on packs is forbidden. Presumably, substitutes and additives come under the provisions of the Tobacco Law. No restrictions on smoking in public places are specified in the Tobacco Law although these are increasingly being introduced at the municipal level. After the first few years of the ban, total cigarette sales are stable as are sales of roll-your-own tobacco.

Because the Marlboro campaign was able to run for several years prior to the enforcement of the Tobacco Law, Marlboro is still growing. International promotions such as car racing have had a very positive impact, though it has become difficult to build up the image of other less established brands. In this context, Philip Morris' successful introduction of Merit in Norway has been attributed in part to the invitation of Norwegian journalists to Richmond which resulted in effective publicity despite the existing law.

Future Developments and Their Effect on Philip Morris' Activity

Further restrictions will be likely to occur in three main areas : Norwegian authorities are discussing the possibility of requiring "tar" and nicotine numbers to be printed on the packs : the emphasis of the anti-smoking forces on the social unacceptability issue may lead to legislation banning smoking in public areas ; the National Council on Smoking and Health has prepared a proposal to amend the existing law that would establish a similar warning label system as exists in Sweden with sixteen different texts. When the Parliament will take up the proposal for discussion is uncertain but new legislation is not expected to take effect until autumn 1980 at the earliest.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

The predicted future situation will affect Philip Morris in much the same way as present legislation. The establishment of constituent content specifics on the packs may create increased interest among the smoking public and the Norwegian authorities in brands containing lower "tar" and nicotine. Considering the high constituent content of existing Norwegian cigarettes, the association can be expected to work against such proposals. In addition, an on-going analysis will be necessary to determine possible "loopholes" which would still allow some promotional activities in the market. In light of the already heavy restrictive climate which exists and which is expected to become worse, Philip Morris will continue to influence Mr. Andresen, owner of the principal competitor, to take a more aggressive stand and to make available his numerous political contacts in order that they may be fully briefed on the uselessness and even negative consequences of the measures which have or may be imposed.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

NORWAY - ACTION PLAN

ACTION	TIMING	RESPONSIBILITY
1. National Association		
Position papers on various aspects of S & H controversy and specific legislative proposals have been and will be provided	On-going	OS/RMC/TLW
- Submission on Warning Labels	Spring 1979	OS/TLW
Meeting planned with association to distribute new background information and to propose action - to combat social acceptability issue - to assist the smoker in defending himself - to participate in orientation program - to mobilize tobacco family, i.e. retailers and wholesalers - to take up the advertising issue and lobby to amend present law	Planning Stage	OS/RMC/TLW
Association attended ICOSI Trade Association Meeting (Zurich)	May 1979	ICOSI
2. Individual PM Action		
Continued meetings with PM Agent (Mr.Løchen) to further influence him to persuade the association to take a more assertive stance and to advise him of current information	On-going	OS/RMC/TLW

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
Expansion of present legal/political activities	On-going	OS/Local Lawyer/PME-C.A.
Improved information sources and outlets	On-going	OS/PME-C.A./Local PR Agency
Improved national implementation of Corporate PR policy	On-going	OS/PME-C.A./ Local PR Agency
- Corporate Affairs Seminar held to brief local PR advisors with distribution of background materials	June 1978	PME-C.A.
- Seminar on effects of advertising to be held with advertising agencies/pertinent local management	September 1979	PME-C.A./Marketing
- Corporate Affairs Seminar to be held to further brief pertinent advisors/ management	December 1979	PME-C.A.
- Regular distribution of aide-mémoires made to pertinent management	On-going	TLW/PME-PR
3. PM Employees		
Top executives - S & H seminar held with full distibution of resource materials	February 1978	JMH/PI/TLW
Local management - area seminars to be held - Briefing on S & H with further distribution of resource materials	1979	SG/OS/RMC/TLW/HGA
Agents sales force and staff presentation on S & H to be made	At First Opportunity	OS/TLW

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

	ACTION	TIMING	RESPONSIBILITY
4.	Tobacco Family (Retailers Only) Presentation on S & H with distribution of background materials, i.e. sales brochure, audio-visual presentations, etc.	At First Opportunity	Association/ICOSI
5.	Consumers Campaign to inform consumer through press articles, cinema/TV presentations, etc. on - social accpetability - individual freedoms - smokers courtesy	Development Stage	ICOSI/Association PME-C.A./Local Management

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

UNITED KINGDOM - SMOKING AND HEALTH

Political Factors

The new Conservative Government is expected to take a more relaxed line than Labour did on smoking and health. In fact, government sponsored legislation is unlikely provided government can be seen to be making progress towards "safer" smoking in line with the present climate fostered by bodies such as ASH and the Hunter Committee. There will however be repeated attempts by certain "back-bench" MPs to introduce legislation via "private members bills", and in the unlikely event of a majority of MPs supporting such legislation, the government would probably not resist it.

The new government has filled relevant posts in the Department of Health & Social Security (DHSS) as follows:

Secretary of State - Patrick Jenkin

Minister of State - Dr. Gerard Vaughan

Parliamentary Under Secretary (Social Security) - Lynder Chalker

Parliamentary Under Secretary (Health) - Sir George Young

This group will have the responsibility to carry out party policy. Of the four, it is known that Sir George Young is very much in favour of legislation whilst Gerard Vaughan is against it.

Anti-Smoking Factors

The anti-smoking forces in the UK, be they independent or governmental, are extremely well organised and active. They have an unquestionable effect on governmental policy making and public opinion.

ASH (Action on Smoking and Health) is the sole independent anti-smoking force. This group was established by medical doctors who are members of the Royal College of Physicians which gives ASH substantial support. In addition, it receives a sizeable grant from the Department of Health and Social Security. The balance of its funding is taken up by donations and subscriptions.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ASH has established itself as a significant and viable pressure group with

- a strong lobbying organisation - it is estimated that a minimum of one out of every six MPs is sympathetic to their cause and many MPs are actually members of ASH. Departmental ties are also close. An unofficial parliamentary committee has been formed to which ASH acts as a secretariat. Due to these contacts, there is a constant flow of questions in the House of Commons and regular consideration of private members bills on the subject of smoking.

- a strong medical voice. Due to the cross-membership with the RCP, ASH enjoys support from, and credibility with, the medical profession. Because of this professional support, Health Ministers view ASH favourably and tend to react positively to ASH initiatives. The anti-tobacco views of ASH are well reflected in the most recent RCP report, Smoking or Health.

- a strong press/media audience. It generates constant and consistant press/media coverage for its own activities and the anti-smoking position in general. For example, it has achieved considerable coverage on radio programs by persuading well-known interviewers (e.g. Jimmy Young) to take a strong anti-tobacco stand.

- a strong international impact. On a regular basis, ASH conducts conferences, generates numerous publications and often stimulates and assists in the management of anti-smoking campaigns conducted by other national organisations. Obvious close contact exists with international health organisations, particularly the WHO (World Health Organisation) and the UICC (Union Internationale Contre le Cancer) as well as the major US anti-smoking groups. Michael Daube, ASH's former director has become one of the most prominent figures on the international anti-smoking scene as was evidenced by his appearance as the summation speaker at the Fourth World Conference on Smoking & Health in Stockholm in June 1979. His successor, David Simpson, was formerly with Amnesty International and is expected to be an equally effective opponent.

Anti-smoking efforts on an official level are generated from the DHSS (Department of Health and Social Security) and its off-shoot, the HEC (Health Education Council). In addition, the Social Services and Employment Sub-Committee of the House of Commons Expenditure Committee has taken considerable interest and a strong anti-position on smoking and health in a report on preventive medicine. These official bodies serve either in an advisory or spokesman capacity for the government and as such have a significant effect on the formulation and/or statement of government policy on smoking and health. Thus, their position carries considerable weight with Parliament, the medical profession, the media and public as well as international health organisations.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Industry Factors

Although the UK market continues to be dominated by three companies, the association or Tobacco Advisory Council (TAC) is less dominated by these companies than in the past. The TAC is now more united in its approach to all matters affecting the industry's well-being including smoking and health, taxation, advertising and public relations. It is through the TAC that the industry continues to deal with government and its agencies, including the Hunter Committee, the independent committeee on smoking and health set up by the previous government.

Historically, the TAC has tended to play a cooperative rather than adversary role in its relations with government. However, following the unsuccessful introduction of tobacco substitutes on the UK market and the persistently aggressive line taken by government and the anti-smoking lobby, the TAC has of late adopted a much firmer stance. The newly formed International Committee on Smoking Issues (ICOSI) may play an important role in further unifying the UK industry and in stimulating more positive action by them.

Ideological and Social Factors

In the UK, the anti-smoking position has become widely accepted as the correct and proper posture to take, and for some time now anti-smoking propaganda has been willingly received by opinion leaders. The alleged link between smoking and various diseases is generally accepted without reservation, even by those who oppose anti-smoking legislation.

Opinion polls have indicated that a large percentage even of smokers would favour further restrictions on smoking in public places. The anti-smoking lobby's drive to make smoking socially unacceptable seems to be achieving a measure of success. It would however appear, that the higher socio-economic groups are more receptive to anti-smoking propaganda than are the average working classes, for whom the availability of their favourite brands, high taxation and price increases are of greater concern.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Present Situation and Its Effect on Philip Morris' Activity

The present situation in the UK is not a new phenomenon but rather is one which has been developing for some time. A number of factors have caused the situation to be brought to a critical point including:

- the aggressive attitude of the previous Labour government
- the effectiveness of the anti-smoking forces on the government
- the historic passive, non-resistent attitude of the TAC, particularly of the three companies which have dominated this market
- the apparent growing success of the anti-smoking forces' attempt to make smoking "socially unacceptable"

In March 1977, a three-year voluntary agreement with the government took effect which imposed

- a voluntary "licensing system" relating to substitutes and additives in cigarettes (Hunter Committee guidelines)
- a stronger health warning on the packs and the inclusion of same in all advertising
- stricter marketing and advertising controls based on constituent ("tar") content.

In addition, revision of the ASA (Advertising Standards Authority) code of advertising practice and an agreement concerning sports sponsorship were negotiated with the previous government.

Restriction of smoking in public places is most evident in public transport and health facilities; smoking is permitted in cinemas and meeting rooms although many of these areas are divided into segregated areas. However, there is a general trend, advanced by the anti-smoking forces, to provide more non-smoking areas. In this context, the recent launch of the pro-smoking organisation, FOREST (Freedom Organisation for the Right to Enjoy Smoking Tobacco) may provide a positive counter-force and the TAC is supporting it in its initial stages in this hope.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

During 1977, substitutes and additives were allowed in cigarettes sold in the UK, provided they appeared on the Hunter List which is a list of items that have been in use for twenty years or more in other countries and for which there is evidence that they are not harmful. Additives not on this list may be used but have to be screened by the Hunter Committee for which users have to follow an application procedure. Applications must be supported by substantial research on the toxicological effects of these items. The use of these additives is covered by a voluntary agreement between the industry and the government, however the previous government was considering the exercise of statutory control over the situation by revising the Medicine Act to include the use of substitutes and additives under Section 105 of this Act. It is uncertain whether or not the new government will press for such action.

In the area of product liability, the long-awaited report of the Royal Commission on Civil Liability was published in 1978 which broadly favored a system of strict liability along the lines proposed by the Strasbourg Convention and raised a number of objections to the EEC draft proposals.

Furthermore, the previous government introduced a "health tax" or "tar" related surcharge for cigarettes containing over 20 mg. of "tar" which took effect as of September 4, 1978. This was regarded by the industry and the current Health Minister (then in opposition) as a direct breach of the three-year voluntary agreement. It is expected that the new government may let the "health tax" lapse as part of their negotiations on EEC tax harmonisation. Philip Morris is not directly affected by this tax as its brands do not fall into this "tar" group.

Future Developments and Their Effect on Philip Morris' Activity

The advent of a new government committed to less legislation and more freedom for the individual should mean that anti-smoking proposals will meet with more resistance than in the past. There is a greater likelihood that the current voluntary agreements will be extended, however the possibility that government may take a hard line in the forthcoming negotiations cannot be excluded. Certainly the anti-smoking lobby will not relax their pressure on government to act.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Repeated formal recommendations to government have included:

- phasing out all tobacco sales promotion, including advertising and sponsorship with an ultimate advertising ban as in Norway and Finland;
- increasing general prices and excise taxes and the differential tax based on constituent levels;
- establishing a still stronger health warning;
- banning smoking in health facilities and imposing greater restrictions on smoking in public places;
- increasing anti-smoking educational efforts.

In terms of existing restrictions the new government is politically unable to undo what has already been established. However, the industry anticipates a more receptive approach by the new government to sponsorship. The DHSS's independent investigation into the effect of cigarette advertising on consumption has seemingly been dropped, although public admission of this is unlikely. One area of immediate concern to the industry is the work of the Hunter Committee, whose latest report includes recommendations to further reduce constituent levels of cigarettes, including carbon monoxide.

In general, it is expected that the industry may give in to further voluntary concessions particularly as regards advertising and promotions if truly faced with legislation. However, as before, any further restrictive measures (whether through legislation or by voluntary agreement) will severely inhibit Philip Morris' ability to achieve a substantial share of the UK market.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

U N I T E D K I N G D O M - A C T I O N P L A N

	ACTION	TIMING	RESPONSIBILITY
1.	National Association		
	Continual coordination and approval of various TAC submissions to government on S & H and other related matters	On-going	RWAH/PMS/ICS TLW/MJM
	Periodic meetings with TAC chairman to provide him with background information and PM point of view on S & H controversy	On-going	RWAH/PME-HQ
	Proposal to TAC to become more active on social acceptability issue in line with ICOSI endeavors	Development Stage	TAC-PR Subcommittee/PMS RMC/TLW
	Communication improved with allied trade associations and unions	On-going	TAC/RWAH/PMS AAN
	Continued support and encouragement of more aggressive PR strategy on S & H by TAC	On-going	PMS/RWAH/RMC/TLW in conjunction with TAC-PR Subcommittee
	TAC attended ICOSI Trade Association Meeting	May 1979	ICOSI

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

	ACTION	TIMING	RESPONSIBILITY
2.	Individual PM Action		
	Communication maintained and improved with political and government leaders with distribution of pertinent background information when possible	On-going	RWHA/Local Advisor/ TLW/AAN/ICS
	Improved information sources and outlets (penetration of ASH, certain political and parliamentary circles, certain key media principals already accomplished)	On-going	RWHA/Local Advisor/ Local PR Agency/ PME-C.A.
	Improved national implementation of Corporate PR policy	On-going	RWHA/PME-C.A. Local PR Agency
	- Corporate Affairs Seminar held to brief local PR advisors with distribution of background materials	June 1978	PME-C.A.
	- Seminar on effects of advertising to be held with advertising agencies/pertinent local management	September 1979	PME-C.A./Marketing
	- Corporate Affairs Seminar to be held to further brief local PR advisors/pertinent local management	December 1979	PME-C.A.
	- Regular distribution of aide-mémoires made to local management/advisors	On-going	TLW/PME-PR
	Opinion survey of issues	Completed October 1978	PI/TLW/IHS

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
3. PM Employees		
Top executives - S & H seminar held with full distribution of resource materials	February 1978	JMH/PI/TLW
Local management - area seminars to be held - Briefing on S & H with further distribution of resource materials	1979	RMC/TLW/HGA
Presentation to local sales force	Spring 1978	RWAH
Local staff/sales force - presentations on S & H with limited distribution of resource materials	On-going	RWAH/Local Management
4. Tobacco Family (Retailers, Wholesalers, Etc.)		
Presentation to local participants at CEDT Conference with distribution of sales force brochure	May 1978	AEB/JMH/PI/RWAH
Further presentations and distribution of pertinent information, i.e. new audio-visual materials etc. to be made	At First Opportunity	TAC

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
5. Consumers		
Campaign to inform consumer through press articles, cinema/TV presentations etc. on - social acceptability - individual freedoms - smokers courtesy	Development Stage	TAC-PR Subcommittee/PMS PME-C.A./ICOSI

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

IRELAND - SMOKING AND HEALTH

Political Factors

Economic considerations, including government's committment to a full employment programme and reduction in public sector expenditure, strongly effect the legislative climate in Ireland. This situation, as well as changing EEC policy will influence legislative activity in the future. Expenditure by the Welfare Departments of State, including Health, are expected to be severely restrained within the next couple of years. The Health Minister, Mr. Haughey is highly public relations oriented and has launched a public health programme in which further restrictions on the advertising and promotion of tobacco products have been prominently featured.

Anti-Smoking Factors

The Ministry for Health, along with the Irish Heart Foundation and the Irish Cancer Society, have been active in educational programmes and propaganda campaigns against smoking, especially on national television. In addition, there is strong spillover of anti-smoking publicity from the United Kingdom.

Industry Factors

The tobacco industry in Ireland is dominated by three companies: Carrolls (Rothmans), Imperial and Gallaher. In the past, ITMAC (the Irish Tobacco Manufacturer's Advertising Committee) has tended to follow a policy of cooperating with government on the health issue. However the recent determined drive by the Health Minister to legislate against smoking forced ITMAC to assume a more active role to counter such measures. Philip Morris and ICOSI were instrumental in providing ITMAC with advice and documentation so as to be more effective in their dealings with government on this issue.

Ideological and Social Factors

Irish Smokers are universally aware of the health allegations against smoking. However, no dramatic shifts in smoking behavior have as yet been apparent in any particular socio-economic segment.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Present Situation and Its Effect on Philip Morris' Activity

By decision of the national broadcasting authority, cigarette advertising on television and radio ceased on March 31, 1971 and December 31, 1975 respectively. All other cigarette advertising has been governed by a voluntary code of standards approved by the Health Ministry in 1964. Also by voluntary agreement between the industry and the Health Ministry, a health warning has been required on cigarette packs as well as in press and outdoor advertising since 1972. Coupon, voucher and give-away schemes have been eschewed by unofficial agreement. Constituent labelling on packs and publication of such information in advertising are optional and subject to a 1977 industry agreement.

Discussions beginning in December 1977 between the Health Minister and the Industry failed to arrive at a basis for further voluntary agreement. Concurrently, the industry itself adopted a more restrictive code of standards for the advertising and sales promotion of cigarettes (including withdrawal from cinema advertising), for sponsored and promotional events, and for warning labels.

Despite the industry's move, Mr. Haughey was successful in obtaining parliamentary approval for enabling legislation in November 1978 whereby the Health Minister was empowered to take measures against the marketing of tobacco products. Mr. Haughey's proposals in this regard, which included serious restrictions or bans on all forms of tobacco advertising, promotions and sponsorship as well as a strengthened health warning ("Smokers Die Younger") were leaked to the press in January 1979. These were met with immediate criticism due to their extreme social and economic implications. Ensuing deliberations at the Cabinet and Ministerial level with all effected industries have stalled the enactment of these measures. Although their future is still as yet uncertain, Mr. Haughey announced in early August 1979 that he would most likely have to allow foreign press with tobacco advertising and UK brands carrying the UK health warning to enter Ireland.

In view of the threatened imposition of these new restrictives measures as well as its relatively small sales volume in Ireland, Philip Morris has reduced its marketing activities and adopted a wait-and-see posture.

Further Developments and Their Effect on Philip Morris' Activity

Even the most positive resolution of the uncertain legislative situation in Ireland will severely impede Philip Morris' attempt to establish in this heavily dominated market.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

IRELAND - ACTION PLAN

	ACTION	TIMING	RESPONSIBILITY
1.	National Association		
	Meeting with ITMAC for briefing on present situation with presentation and distribution of resource materials, i.e. film, sales brochure, position papers, etc.	June 1978	PI/RWAH/JS
	ITMAC to further develop key government and allied business contacts for lobbying purposes (ITMAC purchased copy of S & H film in June 1978 for this purpose)	On-going	ITMAC/PME-C.A. RWAH/MJM
	Meetings held with ITMAC and local lawyers on application of Irish law, especially warning labels	January 1979	DKH/MJM
	ITMAC attended ICOSI Trade Association Meeting (Zurich)	May 1979	ICOSI

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
2. Individual PM Action		
Development and/or improvement of information sources and outlets	On-going	RWAH/UK Advisor PME-C.A./UK PR Agency
Further distribution of position papers and resource materials to key industry and media leaders	On-going	RWAH/RMC/TLW
3. PM Employees		
See UK action plan - UK management and staff responsible for Ireland to be included		RWAH/RMC/TLW/HGA
4. Tobacco Family (Retailers, Wholesalers, Etc.)		
Presentation to local sales force, retailers and wholesalers with distribution of pertinent information, i.e. sales force brochure, audio-visual materials, etc. (if not already covered in U.K. action plan) to be made	At First Opportunity	Association/ICOSI
5. Consumers		
Campaign to inform consumers through press articles, cinema/TV presentations, etc. on - social acceptability - individual freedoms - smokers courtesy	Development Stage	Association/ICOSI

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

GERMANY - SMOKING AND HEALTH

Political Factors

In June 1977, the government issued an official response to questions raised by members of the opposition party on the alleged harmful effects of cigarette smoking. This touched on such areas as protection of the nonsmoker ; reaction to the industry's new voluntary code and research council; intensification of health information; banning the manufacture of cigarettes above certain constituent levels and exclusion of all "tar" in cigarettes; increasing and/or differentiating tobacco excise taxes. In general, it can be said that in this carefully worded and weighted government response, no change in the present policy was indicated, although the government plans to continue to further study proposals concerning the state of scientific knowledge and marketing practice as well as the rights and needs of non-smokers. However, it is important to note that the government statement welcomed the recommendations of the Council of Europe regarding control of advertising, and supported the idea that the EEC should study the feasibility of differentiated tobacco excise taxes based on tobacco components as per the UK health tax proposal.

In line with this, the Liberal political speaker on health, Mr. K. Spitzmüller, indicated that a complete advertising ban on cigarettes could not be supported as existing advertising bans in Italy and in the Eastern block have failed to prevent any increase in cigarette consumption. Furthermore, he stated that legislation should be advanced only as far as is necessary to maintain personal freedom.

Mrs. Antje Huber, Socialist Party, succeeded Mrs. K. Focke as Health Minister. Her professional background has been in education and although she has taken a clear anti-smoker stance, her official position, like that of the government in general, has been to concentrate on educational campaigns and cessation programs. Also active in the Health Ministry are Professor Wolters, parliamentary Secretary of State, and his deputy, Professor Franke, a high ranking civil servant, who are thought to be the spearhead of anti-smoking efforts by the Health Ministry.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Should there be a change in government, it is predicted a coalition of Christian Democrats (CDU) and Liberal Democrats (FDP) would emerge in power. Although the general climate toward smoking and health is unlikely to change, it is important to note that a number of CDU members in Parliament constantly raise questions concerning this issue. Due to Germany's position as a heavy contributor to the EEC, a certain reluctance toward fighting against possible EEC directives on smoking and health and/or on advertising restrictions can also be noted as these are considered low priority.

Anti-Smoking Factors

The anti-smoking activities of the Health Minister reflect the close cooperation which exists between herself and her counterparts, not only in the EEC member states, but also in other countries as well as in international anti-smoking organisations, the medical profession and the media. Additional efforts to oppose smoking are being made by other numerous official and independent groups as follows :

- Federal Advisory Council on Health Matters (including smoking and health) is an organ of the Federal Health Ministry located in Bonn, and consisting of approximately 25 MDs and health educators.

- As a result of a "small question" raised by CDU members in Parliament, the Ad Hoc Committee for the Protection of Nonsmokers was established in early 1977 by the Health Minister to make proposals in regard to the public smoking issue.

- Federal Insurance Institution for salaried employees works closely with the Health Ministry in Bonn.

- Professor F. Schmidt Medical Study Group on Smoking and Health in Mannheim is considered to be the most vocal and important anti-smoking zealot in Germany.

- German Association for Maintenance of Health based in Hamburg is a regional group run by the Society of Seventh Day Adventists with a background of missionary work.

- Club of Active Nonsmokers (CAN) has become more active, establishing regional offices in Hannover, Konstanz, Munich, Stuttgart and Ulm. As a result of their efforts a "non-smoking day" was declared in May 1979 during which the group disseminated anti-smoking information and received wide press coverage.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

- Physicians' Study Group on Smoking and Health (Aerztlicher Arbeitskreis Rauchen und Gesundheit e.V.) is an organization which strives, among other things, to make the smoker a social outcast. This group has been particularly critical of the Health Ministry's "lax attitude" towards smoking.

- Organization for Consumer Protection is a non-profit organization located in Bonn and though it is not directly engaged in the smoking and health controversy, it makes use of anti-smoking arguments to support a total ban on cigarette and tobacco advertising. It is subsidized by government funds, in particular by the Ministries of Family and Health, Economics and Agriculture (the precise amounts of these funds are defined and stated in the Official Budget).

- Federal insurance companies conduct information campaigns to promote healthy living thereby reducing medical costs. Greater emphasis is placed on smoking and health than on other themes.

- Several small circles and informal clubs operating on a community level, the impact of which is not significant.

- The Pharmaceutical Industry as well as private and national insurance are increasingly supplying health warnings not only in the press but by commercial advertising as well.

For the time being, no concerted efforts by the above mentioned anti-smoking groups can be foreseen. One reason for this is that government does not spend any money on these organizations except the organization for consumer protection. The government presently concentrates its smoking and health expenditures on educational programs via "Bundeszentrale für gesundheitliche Aufklärung", a federal centre for health information in Köln. These programs not only inform the public about the alleged risks of excessive smoking but include smoking cessation instructions as well.

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Industry Factors

It has long been the policy of the German tobacco industry to cooperate on all smoking and health issues through the Association, Verband der Cigarettenindustrie, as any action taken outside of the Verband by a single company is considered to be detrimental. However, the Verband has been especially active in this area since the closure of its research facilities two years ago due to the baised and negative attitude of the researchers. In the meantime, the Council of Research has been created involving independent, well-known scientists working impartially in outside facilities.

Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

As a result of numerous meetings in the past three years between Philip Morris and the Verband, as well as with single member companies, the industry has been persuaded to become more active on the smoking and health issue. A special department dealing with this issue alone has been created.

In addition to the above, general smoking and health activities since early 1976 have included :

- press work
- lobbying federal and state governments
- involvement in scientific research in medical and juridical smoking and health questions
- defending smoking and smokers against social unacceptability
- efforts to make nonsmokers and smokers more tolerant towards each other
- organization and sponsorship of symposia on smoking and health, and social acceptability.

The Verband tries to maintain a good relationship with federal and state legislative and administrative bodies concerned with smoking and health questions. A policy of flexible response, continuous flow of information and creation of goodwill has been adopted in order to promote a positive negotiating climate and a necessary tolerance by government.

Ideological and Social Factors

Smoking and health has become a popular issue in Germany largely because of the German press and media which are among the most active in presenting anti-smoking information in Europe. Although the allegations against smoking are generally accepted, anti-smoking propaganda is only well received by anti-smoking fanatics and the better educated and not by the average smoker in the street. In fact, a certain resistance to regulation and, in particular to new tax increases is demonstrated by a larger market share for "roll your own" cigarettes. In the political sphere , a division along the party lines is noted. While a number of politicians and MDs smoke, only those of the Social Democrats and Liberals smoke publicly whereas Christian Democratic Union members generally do not.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Present Situation and Its Effect on Philip Morris' Activity

Quantitative and qualitative restrictions on advertising exist in Germany as a result of a voluntary agreement which is renegotiated approximately every six months within the industry. No warning label is required as yet on either the pack or in advertising. On the other hand, "tar" nicotine and other component specifics appear on the packs and in all advertising and publications. Restrictions on smoking in public places are presently limited to public transportation and the like. No formal marketing / licensing system now exists in Germany, but the industry has unofficially regulated itself by emphasizing its marketing and manufacturing efforts on "light" cigarettes in response to pressure by government.

Nevertheless, under the new Food Law, the Government has the unlimited authority to legislate if necessary "to protect the consumer". There has been little or no effect on Philip Morris' marketing activities for established leading brands such as Marlboro. However, the rules of the voluntary advertising code have made it difficult to successfully introduce new brands in the "light" segment of the market although it was recently determined that this segment may have been overestimated. Philip Morris's strategy is being adjusted in view of this new trend.

Future Developments and Their Effect on Philip Morris' Activity

Two major factors will have a significant impact on the situation in Germany and particularly on the future attitude of government : the efforts and activities of the international anti-smoking forces and the industry's behaviour in the market place. In connection with this, a number of developments can be anticipated.

The existing voluntary advertising code will be rediscussed. There is also a good chance that there will be further governmental action primarily against advertising based on existing law. A required warning label is also expected in the future as a spill-over effect from other countries. Excise taxes will increase during the planning period resulting in consumer prices reaching the higher end of the price scale within Europe. The social "unacceptability" of smoking may become a more important issue in Germany.

Positive developments anticipated are that :

- the German industry, through the Verband, will increase its efforts and activities considerably to combat the anti-smoking forces. The planning and realisation stages are quite advanced.
- there are indications that smokers and certain media are tiring of the anti-smoking "evangelism".

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

Although the German Government has taken a relatively moderate approach to smoking and health as compared to other countries (e.g. U.K.) and it seems unlikely that it will instigate extreme legislation in the near future, the situation may well change, particularly as the spill-over effect of anti-smoking activities and legislation in other countries becomes more significant. Philip Morris must therefore take full advantage of the wide range of marketing activities that are still permitted while also preparing to deal with increased future restrictions.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

WEST GEMANY - ACTION PLAN

	ACTION	TIMING	RESPONSIBILITY
1.	National Association		
	Communication maintained and improved with local government, political and business leaders by the Verband with submission of pertinent materials, e.g. position papers, fact sheets, etc. as appropriate	On-going	PM-GMBH/PME-C.A.
	Verband Special Committee on S & H/PR	Existing since 1975	PM GMBH Representatives - (ultimately to be handled by KWH for legal reasons)
	- Publication of special magazine for MDs	On-going	
	- Publication of special information service for medical journalists and public opinion leaders	On-going	
	- Re-evaluation of customers' magazine 'smokers review' by means of opinion survey as basis for decision-making on whether to continue the publication or not	Planned	
	- Intensified service for letters to the editors	On-going	
	- Publication of ducumentation about premature deaths caused by smoking	Planned	
	- Production and distribution of 'cigarette song'	On-going	
	- Production of film on worldwide economic importance of tobacco for cinemas/tv (including English version) for distribution nationwide	Established On-going	

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
- Round-table talk with press on cigarette advertising	Planned	
- Special media service to provide information on S & H controversy, photos of well known smoking personalities, cartoons etc.	On-going	
- Cooperation with CMA on special tobacco information brochure	Established	
- Collaboration with PM on adaption of PM-audio-visual/S & H in German	Film Completed August 1979	
- Revision of 1979/80 action plan		
2. Individual PM Action		
Continual cooperation with and stimulation of Verband activities	On-going	PM GMBH/PME-C.A.
- Proposals to become more active in social acceptability issue and possible participation in orientation program planned	Development Stage	PME-C.A./PM GMBH
- S & H film, slide presentation, Executive Report, sales force brochure translated into German for Verband and/or PM GMBH use	On-going	TLW
Improved information sources and outlets	On-going	PM GMBH/PME-C.A. Local PR Agency

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

ACTION	TIMING	RESPONSIBILITY
Improved national implementation of Corporate PR policy	On-going	PM GMBH/PME-C.A. Local PR Agency
- Corporate Affairs Seminar held to brief PR advisors with distribution of background materials	June 1978	PME-C.A.
- Seminar on effects of advertising to be held with advertising agencies/ pertinent local management	September 1979	PME-C.A./Marketing
- Corporate Affairs Seminar to be held to further brief local PR advisors/pertinent local management	December 1979	PME-C.A.
- Regular distribution of aide-mémoires made to local management/advisors	On-going	TLW/PME-PR
Opinion survey of issues	Completed October 1978	PI/TLW/IHS
3. PM Employees		
Top executives - S & H seminar held with full distribution of resource materials	February 1978	JMH/PI/TLW
Local management - area seminars to be held - Briefing on S & H with further distribution of resource materials	1979	SG/RMC/TLW/HGA
Local staff/sales representatives - S & H presentation with limited distribution of resource materials	At First Opportunity	PM GMBH

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000

	ACTION	TIMING	RESPONSIBILITY
4.	Tobacco Family (Retailers, Wholesalers, etc.)		
	See Association activities above	On-going	Verband/PM GMBH/ICOSI
	Presentations are being made with distribution of background information, i.e. sales force brochure, audio-visual materials, etc.	Autumn 1979	Verband/PM GMBH/ICOSI
5.	Consumers		
	Campaign to inform consumers through press articles, cinema/TV presentations, etc. on - social acceptability - individual freedoms - smokers courtesy	Development Stage	Verband PR Committee/ ICOSI
	Also see Association PR activity above	On-going	Verband/PM GMBH

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Source: https://www.industrydocuments.ucsf.edu/docs/ysgl0000